



Marketing, Outreach, and Enrollment Assistance (MOEA) Advisory Group

Meeting Agenda

Covered California Tahoe Auditorium
1601 Exposition Blvd.
Sacramento, CA 95815

Thursday, March 7, 2019
1:30 PM – 4:30 PM

Webcast and phone participation options are available for this meeting. See the Meeting Information found on page 2.

Item	Estimated Time
I. Call to Order and Agenda Overview	1:30 p.m. - 1:35 p.m.
II. Covered California Updates	1:35 p.m. - 2:50 p.m.
A. Open Enrollment 6 Recap	
B. Legislative	
1. Health Care Proposals by Governor and Legislature	
2. AB 1810 Affordability Options	
C. Communications	
1. Open Enrollment 6 Accomplishments	
2. Website Refresh	
D. Outreach and Sales	
1. Navigator Program Request for Application	
E. Marketing	
1. Special Enrollment Creative and Media	
2. Research Findings	
• Public Comment	
III. Break	2:50 p.m. - 3:00 p.m.
IV. MOEA Advisory Members Feedback Discussion Forum	3:00 p.m. - 4:20 p.m.
A. Open Enrollment 6 Outcomes and Lessons Learned	
B. Increasing Awareness of Financial Assistance	
C. Improving Retention in a “No Penalty” Environment	
• Public Comment	
V. Closing	4:20 p.m. - 4:30 p.m.
• Public comment on items not on the agenda	

MEETING INFORMATION

Materials available for this meeting are posted on the Exchange website at:
<https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>.

The order in which agenda items are considered may be subject to change. Public comment is taken on each agenda item. Members and in-person attendees are given priority over webinar attendees. Questions may only be taken by accessing the webinar online and must "raise a hand" in order to ask a question.

For in person comments: Prior to making your comments, please state your name for the record and identify any group or organization you represent.

To register for the meeting webinar, please click on this link:

<https://attendee.gotowebinar.com/register/1796303329469413389>

- Once you join the webinar and prefer to use your phone to dial in, you must select "Use Telephone" and call in using the numbers below.
- United States: +1 (914) 614-3221
Access Code: 865-332-653
Audio PIN: Shown after joining the webinar

Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would enable that person to participate at the meeting, must make that request at least seven calendar days prior to the meeting date to MOEAgroup@covered.ca.gov.

If you would like to submit comments to the MOEA Advisory Group, please send them to MOEAgroup@covered.ca.gov.

Members indicating in-person attendance:

Alicia Kauk, Co-Chair	Staff Attorney	National Health Law Program
Amy DeMarco	CA Broker Channel Manager	Molina Healthcare
Dan Garrison (Larry Roth)	Senior VP Carrier Relations & Business Development	HealthMarkets
Doreena Wong	Director, Health Access Project	Asian Americans Advancing Justice
George Balteria, Chair	CEO	Quote Selection
George Kalogeropoulos	CEO	HealthSherpa
Hellan Roth Dowden	CEO and Founder	Teachers for Healthy Kids
Hugo Morales	Executive Director	Radio Bilingue, Inc.
John l'Anson	Sr. Director Individual and Small Group Marketing	Kaiser Permanente

Keerti Kanchinadam	Northern California Policy and Outreach Manager	California Pan-Ethnic Health Network
Kim Martin	Sr. Manager Commercial Group	L.A. Care
Laura Johnson	Director, Marketing	Blue Shield of California
Mary Watanabe	DMHC	DMHC
Michael Bergstrom	Director	Neighborhood Health Insurance Center
MJ Flores	Policy & Legislative Advocate	Health Access California
Nathan Purpura	VP Marketing for IFP Health Insurance	eHealth.com
Njeri McGee-Tyner	Chief Eligibility and Enrollment Office	Alameda Health Consortium
Norman Williams	DHCS	DHCS
Pamela Moore, Co-Chair	Program Manager II	Redwood Community Health Coalition
Rebecca Alcantar	Deputy Director	Latino Coalition for a Healthy California
Rick Krum	CA Exchange Director	Anthem Blue Cross
Roberto Ortiz	Insurance Broker	Ortiz & Associates

Members indicating attendance via webinar:

Kerry D. Wright	President/Broker	Wright-Way Financial Insurance
Sarah Dar	Health Policy Manager	California Immigrant Policy Center
Jodi Samuels	Dep. Dir. Of Development and Training	California Primary Care Association
Kristin McGuire	Western Regional Director	Young Invincibles

If you are a member of the news media and wish to cover this event, please contact (916) 206-7777.